

Avril Wong

UX Designer with Expertise in Marketing

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EDUCATION

Bloc

May 2018 - Jun 2019

Product Design and Front-End Development Program

University of Macau

Sep 2008 - May 2012

Bachelor of Business Administration, Marketing

SKILLS

Product Design
Interaction Design
User Experience Design
Visual Design
User Research & Testing
Brand Strategy & Identity
Information Architecture
Personas & User Stories
Wireframing
Prototyping
Data analysis & Visualization

TOOLS

Sketch
Figma
Principle
Adobe CC
InVision
HTML, CSS
Javascript
Terminal
GitHub

LANGUAGES

English
Chinese (Cantonese, Mandarin)
Korean

DESIGN PROJECTS

Bay Badminton Center

- Redesigned the badminton center kiosk interface and signup workflow.
- Built prototype, created new visual design to improve user experience.
- Performed user testing, average signup time shortened by 30%.

Food Tracker

- Designed a conceptual tool to help tracking the freshness of food and reducing food waste.
- Conducted user research, wireframe, prototype and visual designs.

Vivid

- Completed an individual project of cloud storage platform during the UX design apprentice program.
- Created user survey, crafted user stories and personas according to the research results, developed prototype and branding, and conducted user testing for iterations.

EXPERIENCE

Apple

World Wide Developer Relations

Aug 2016 - Present

- Collaborate closely with designers, developers and project managers to provide user-centric solutions and critical marketing decisions.
- Review app content and reliability based on a set of technical, content, and design criteria to ensure user experience is up to standard.
- Support performance audit and new-hire mentorship, maintain team performance and service level at 95%.

Apple

Localization QA Specialist

Jul 2015 - Apr 2016

- Supported Apple Music's global launch project in Asia from producing pre-launch materials to performing post-launch testing.
- Created and localized marketing content in the various channel.
- Performed quality assurance on user experience and editorial content.

Forever 21

Visual Merchandiser

Jul 2014 - Jan 2015

- Spearheaded marketing campaigns to raise brand awareness; increased daily sales for 15% by designing strategic floor display system.

Melco Crown Entertainment

Contract Management

Jun 2012 - Jul 2014

- Managed a wide variety of vendor services contracts, analyzed financial data, proactively negotiated with vendors and saved over \$100K annually.